

MUSIC & THE SPOKEN WORD

CELEBRATING

90
years

On a hot summer afternoon, Monday, July, 15, 1929, using a borrowed microphone, the first broadcast of what would become known as *Music & the Spoken Word* originated from the Tabernacle on Temple Square in Salt Lake City, Utah. From that humble beginning has come the oldest continuous network program in broadcast history featuring the world-renowned Tabernacle Choir and Orchestra at Temple Square performing spiritual, patriotic, popular, classical and contemporary music. It is a musical masterpiece that millions of loyal viewers and listeners eagerly return to every week. Reward and expand your audience with this truly unique listening and viewing experience.

Honored with the following:

1 Grammy® Award, 4 Emmy® Awards, 2 Peabody Awards, The National Medal of Arts, and induction into The National Association of Broadcasters Hall of Fame, The Radio Hall of Fame, and The Classical Music Hall of Fame.



Name Change Announced

The world-renowned Mormon Tabernacle Choir featured in each *Music & the Spoken Word* program has changed its name to:

“The Tabernacle Choir at Temple Square.”

The change is being made to better align with the Choir’s sponsoring organization, The Church of Jesus Christ of Latter-day Saints. In making the new name announcement, Ron Jarrett, president of the Choir said, “A new name for the Tabernacle Choir will represent a change after so many years. But we are focused on what will not change: the world-class musicianship, the inspiring arrangements and programming, and our weekly *Music & the Spoken Word* broadcast continuing a tradition begun 90 years ago! The name may change, but everything that people know and love about the Choir will not only be the same but will get better and better.”

FAQ:

Why was “The Tabernacle Choir at Temple Square” selected as the new name?

Since 1867, the Tabernacle has been home to the Choir known for its one-of-a-kind signature sound shaped, in part, by the superior acoustics of the building where a pin drop can be heard 250 feet away. Because the historic Tabernacle was built during a time with no amplifiers or electronics, it was designed so that all attendees could hear the speaker’s voice from any seat in the hall. The historic Tabernacle on Temple Square is still used as a recording studio for the Choir today.

Will the music of the Choir change?

Not at all. The Choir’s mission continues unchanged: to provide music for listeners of all generations around the world—music that will have power to bring joy, peace and healing to their lives.

Will the name change affect the *Music & the Spoken Word* broadcast?

Not at all. In fact, the landmark *Music & the Spoken Word* is now in its 90th year of weekly broadcasts and is planned to continue for decades to come. The non denominational program features musical selections by the Choir and Orchestra at Temple Square, accompanied by the Tabernacle organ, with a short inspirational message each week. Honored with induction into the National Association of Broadcasters Hall of Fame and the National Radio Hall of Fame, the program is the longest running, continuous network broadcast in history.

When will the new Choir name first be used on the *Music & the Spoken Word* program?

The live broadcast of Sunday, October 7, episode number 4647, will be the first use of the new name. For those stations that take the program on a delayed broadcast schedule, the change will be phased in as they receive the programs over time.

How to order this free broadcast?

Stations interested in ordering the *Music & the Spoken Word* weekly broadcast or holiday specials may preview and order at musicandthespokenword.org. Available for all media platforms.

Questions or comments?

Please contact Terry Hritz: thritz@bonneville.com.

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